

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 PA-03 PRS-01 USIA-15 CIAE-00

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AMEMBASSY PARIS

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E.O. 11652:N/A

TAGS: BEXP, GW

SUBJECT: PROPOSED MESSAGE FROM SECRETARY DENT TO STUTTGART
INVEST IN USA CONFERENCE, NOVEMBER 27-29, 1973

FOR BIC/OIFI; PARIS FOR JOHNSON GARRETT

1. TRANSMITTED HERewith FOR COMMERCE APPROVAL IS OUR PROPOSED
DRAFT TEXT, IN GERMAN AND ENGLISH TRANSLATION, OF GREETINGS
MESSAGE FROM SECRETARY DENT TO THE PARTICIPANTS OF THE INVEST
IN USA CONFERENCE TO BE HELD IN STUTTGART NOVEMBER 27-29, 1973.
THE MESSAGE WILL BE PRINTED IN GERMAN IN THE CONFERENCE PROGRAM
WHICH WILL BE GIVEN WIDE DISTRIBUTION.

2. ENGLISH TEXT AS FOLLOWS:

TO THE PARTICPANTS AND SPONSORS OF THIS SYMPOSIUM ON
INVESTIGATING IN THE UNITED STATES, I EXTEND MY BEST WISHES FOR
SUCCESSFUL DELIBERATIONS. THE TIMELINESS OF THE CONFERENCE IS
ESPECIALLY NOTEWORTHY, SINCE THE RECENT REALIGNMENT OF EXCHANGE
RATES INTRODUCED A SIGNIFICANT NEW ELEMENT INTO THE INVESTMENT
AND EXPORT MARKETING EQUATION THAT MAKES THE VAST AMERICAN
MARKET PARTICULARLY ATTRACTIVE AT THE PRESENT TIME TO FOREIGN
INVESTORS.

A VARIETY OF FACTORS COMBINES TO MAKE THE UNITED STATES AN
ADVANTAGEOUS PLACE FOR THE INVESTOR TO CONSIDER: THE SIZE AND
VIGOR OF OUR ECONOMY, THE LEVEL OF INCOME AND LIVING STANDARDS,

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THE EDUCATION AND TRAINING OF OUR CITIZENS, THE RELATIVE
ABUNDANCE OF NATURAL RESOURCES, AND THE STRUCTURE AND SIZE OF

OUR MARKETS. BY CAREFULLY CONSIDERING THESE FACTORS AND BY TAKING ADVANTAGE OF AMERICAN TECHNOLOGY AND PRODUCTIVE AND MANAGERIAL METHODS, FIRMS AROUND THE WORLD HAVE TO AN INCREASING EXTENT BEGUN TO RECOGNIZE THAT MANUFACTURING IN THE UNITED STATES OFFERS A PRACTICAL AND PROFITABLE ADAPTATION TO THE EVER-CHANGING CONDITIONS AFFECTING WORLD TRADE.

I AM CERTAIN THAT THIS SYMPOSIUM WILL BRING INTO FOCUS THE EXPANDED OPPORTUNITIES FOR INVESTING IN THE UNITED STATES, TO YOUR OWN BENEFIT. ON BEHALF OF THE U.S. GOVERNMENT I EXTEND TO ALL PARTICIPANTS AN INVITATION TO MAKE USE OF THE EXCELLENT POSSIBILITIES FOR INVESTING IN THE UNITED STATES.

3. GERMAN TEXT AS FOLLOWS:

DEN TEILNEHMERN UND VERANSTALTEN DES SYMPOSIUM UEBER INVESTITIONSMOEGlichkeiten IN DEN VEREINIGTEN STAATEN UEBERMITTLE ICH HIERMIT MEINE BESTEN WUENSCHEN FUEER EINEN GUTEN VERLAUF. DER ZEITPUNKT DER TAGUNG IST BESONDERS GUENSTIG, WEIL DIE VERAENDERUNG DER WAHRUNGSPARITAETEN DER JUENGSTEN ZEIT DER BETRACHTUNG DER EXPORT-UND INVESTITIONSDISPOSITIONEN EINEN NEUEN, BEDEUTENDEN GESICHTSPUNKT HINZUFUEGT UND DEN RIESIGEN AMERIKANISCHEN MAKRT ZUR ZEIT BESONDERS ATTRAKTIVE FUEER EINEN AUSLAENDISCHEN INVESTOR MACHT.

EINE REIHE FAKTOREN MACHT DIE VEREINIGTEN STAATEN ZU EINEM BEVORZUGTEN PLATZ FUEER INVESTITIONEN -- DIE GROESSE UND DYNAMIK DER AMRIKANISCHEN WIRTSCHAFT, DIE HOEHE DER EINKOMMEN UND DES LEBENSSTANDARDS, DIE ERZIEHUNG UND AUSBILDUNG UNSERER BUEERGER, DER RELATIVE UEBERLUFSS AN NATUERLICHEN HILFSMITTELN SOWIE DIE STRUKTUR UND GROESSE UNSERER MAERKTE. NACH SORGFAELTIGER PRUEFUNG ALL DIESER FAKTOREN UND UNTER AUSNUTZUNG DER VORTEILE DER AMERIKANISCHEN TECHNOLOGIE UND DER PRODUKTIONS-UND MANAGEMENT-METHODEN BEGINNEN FIRMAN IN ALLER WELT IN VERSTAERKTEM MASSE ZU ERKENNEN, DASS EINE PRODUKTIONSSTAETTE IN DEN VEREINIGTEN STAATEN EINE PRAKTISCHE UND GEWINNBRINGENDE ANPASSUNG AN DIE SICH VERAENDERNDEN BEDINGUNGEN DES WELTHANDELS ERMOEGLICHT. ICH BIN SICHER, DASS DIESES SYMPOSIUM IHNEN, ZU IHREM EIGENEN VORTEIL, DIE GUENSTIGEN INVESTITIONSMOEGlichkeiten IN DEN VEREINIGTEN STAATEN NAHEBRINGEN WIRD. IM NAMEN DER REGIERUNG DER VEREINIGTEN STAATEN RICHT EICH DAHER DIE EINLADUNG AN SIE: MACHEN SIE GEBRAUCH VON DEN AUSGEZEICHNETEN

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MOEGlichkeiten, IN DEN VEREINIGTEN STAATEN ZU INVESTIEREN.

4. ACTION REQUESTED: IN ORDER TO MEET PRINTING DEADLINES EMBASSY NEEDS APPROVED TEXT OF SECRETARY DENT'S GREETINGS MESSAGE TOGETHER WITH REPRODUCIBLE SIGNATURE AND PICTURE BY SEPTEMBER 5, 1973. HILLENBRAND

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